

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Dwight A Merriman
Kevin O'Connor

Title : METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING

Serial no: 09/094949

Filed: 06/15/98

Examiner:



Information Disclosure Statement

37 CFR 1.56

37 CFR 1.97

Commissioner of Patents and Trademarks
Washington, D.C. 20231

Sir:-

Please consider the enclosed issued patent and/or publications in examining the above identified pending patent application. Form PTO-1449 is enclosed.

WITHIN 3 MONTHS OR BEFORE FIRST OFFICE ACTION

b. This Information Disclosure Statement is filed within three months of the filing date of a national application; or filed within three months of the date of entry of the national stage as set forth in Section 1.149 in an international application; or filed before the mailing date of the first Office action on the merits, whichever event occurs last.

The citation of the enclosed references does not constitute an admission that any reference is relevant to the claims; it is cited only as constituting the closest art of which applicant(s) are aware.

[__] BEFORE FINAL OFFICE ACTION OR BEFORE NOTICE OF ALLOWANCE

c. This Information Disclosure Statement is filed after the period specified in (b) above, but BEFORE either the mailing date of the final action under Section 1.113, or before the Notice of Allowance under Section 1.311, whichever occurs first, and includes the following items:

EITHER

[__] A certification as specified in paragraph e, below,

OR

[__] The fee set forth in Section 1.17(p) is enclosed.

[__] AFTER FINAL OFFICE ACTION OR AFTER NOTICE OF ALLOWANCE
BUT BEFORE PAYMENT OF ISSUE FEE

d. This Information Disclosure Statement is filed AFTER the mailing date of the final action under Section 1.113, or after the Notice of Allowance under Section 1.311 whichever occurs first, but BEFORE the payment of the issue fee, and includes the following items:

[__] A certification as specified in paragraph e, below.

AND

[__] A petition requesting consideration of the Information Disclosure Statement is enclosed.

AND

[__] The petition fee set forth in Section 1.17(i)(1) is enclosed.

e. [*f*]

CERTIFICATION UNDER 37 CFR 1.97

[] The undersigned hereby certifies that each item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to filing of this Information Disclosure Statement,

OR

[*f*] The undersigned hereby certifies that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the knowledge of the undersigned after making reasonable inquiry, was known to any individual designated in Section 1.56(c) more than three months prior to the filing of the statement.

The enclosed documents were brought to the attention of the undersigned attorney during the prosecution of another U.S. patent application in the same area of technology as the present case.

Respectfully submitted,
BY


ALLAN J. JACOBSON

Attorney for Applicant(s)
Registration No. 29,079

DATED: Nov 15, 1998

Telephone: 215 579-1426
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<i>Notice of References Cited</i> IP FL NOV 19 1998		Application No. 09/094949	Applicant(s) Merriman et al.			
		Examiner _____	Group Art Unit 2761			
U. S. PATENT DOCUMENTS						
	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	
A						
B						
C						
D						
E						
F						
G						
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J						
K						
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M						
FOREIGN PATENT DOCUMENTS						
	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS
N						
O						
P						
Q						
R						
S						
T						
NON-PATENT DOCUMENTS						
	DOCUMENT (Including Author, Tide, Source, and Pertinent Pages)					DATE
u	Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss2. Available online at http://www.interntworld.com					2/96
v	Metcalfe, Bob "From the Ether", InfoWorld, v.18 iss 3. Available at http://www.infoworld.com					8/96
w	NetGravity AdServer 2.0 Announcement. Available at http://www.netgravity.com					10/96
x	"Internet access: Internet marketing revolution begins in the US this September" (Hyper Net offering), EDGE: Work-Group Computing Report, v7 n316					06/96